

Advertising Age

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May 5, 1980



Packing it in

FTC commissioner Paul Rand Dixon packed up key documents when the agency was ordered shut down May 1. Emergency funding legislation put FTC back in business the next day.

Ad execs happy with new FTC bill

By RICHARD L. GORDON

WASHINGTON—There are no signs of celebration, but executives of the major advertising industry associations appear satisfied with the gains they've made in the Federal Trade Commission compromise bill heading for final passage this week.

While still awaiting the exact legislative language, top officials at the American Assn. of Advertising Agencies, Assn. of National Advertisers and the American Advertising Federation mentioned these as major items for advertisers in the compromise package:

- Suspension through Sept. 30, 1982, of the commission's authority to write rules against "unfair" advertising, with Congress promising that advertisers will have a

chance to argue for permanent restrictions before the suspension expires.

- The two-house congressional veto, which provides a new safety valve for business targets of FTC rules by permitting the Senate and House, acting jointly, to kill rules before they take effect.

- Regulatory reforms aimed at making FTC's rule-writing process, heavily criticized by industry attorneys, more reasonable and fair.

- If there is disappointment, it is because Congress left FTC's controversial children's tv advertising rulemaking wobbling but alive. "Obviously, we all would have wished that section of the bill to be a little stronger," said AAF exec vp Jonah Gitlitz.

B-M, AHP fight Tylenol

Aspirin capsules rolling

By NANCY GIGES

NEW YORK—Bristol-Myers and American Home Products are making another attempt to reverse their eroding analgesic shares by introducing extra-strength capsule forms of their Excedrin and Anacin brands.

These companies have not been able to stem the declines of their brands since Johnson & Johnson's Tylenol nonaspirin analgesic became an advertised brand some five years ago. Extra-strength cap-

sules—until now represented by a single major brand, Tylenol—have been the fastest growing segment of the market.

- Both Anacin Maximum Strength Capsules and Excedrin Extra Strength Capsules are expected to get heavy media support this summer. During the introductory period, AHP is expected to devote the majority of the Anacin budget to them.

Last year AHP invested \$34,000,000 in adult strength Ana-

cin, \$1,700,000 in Maximum Strength tablets, \$4,800,000 in Arthritis Pain Formula and \$3,200,000 in Anacin-3 nonaspirin pain reliever. House shop John F. Murray Advertising handles adult and Maximum Strength Anacin; William Esty Co. Anacin-3.

In the last year, Extra-Strength Tylenol has boosted its share to 17% from 14.8%. The only other brands to gain have been Bayer aspirin to 9.5% from 9.3% and Maximum Strength Anacin, which

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May 1, the day that FTC died

By STANLEY E. COHEN

WASHINGTON—Mixed feelings of anger and relief predominated at the Federal Trade Commission last week as the long fight over the commission's future reached a dramatic—and almost comic—climax, which shut down FTC entirely for one day.

Fundless on April 30, with Congress still deadlocked on legislation, FTC got orders from the Attorney General to shut down. On May 1, the commission and its staff, in an almost carnival atmosphere, went about carrying out that instruction with enthusiasm.

The shutdown was short-lived. When word went out that FTC intended to self-destruct May 1, President Carter personally reentered the battle. Before breakfast, he phoned Rep. Jamie Whitten (D., Miss.), whose appropriations committee had voted that FTC would not get another dime until the deadlock over its future power was resolved. Before noon, the committee reversed itself and voted enough money to fund FTC for another 30 days. The House and Senate leadership teamed up to get the emergency funding resolution to the President before nightfall.

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Suspending FTC's power to write rules against unfair ads means that FTC staffers must drop their initial theory that FTC could regulate, and even ban, otherwise truthful tv ads to children simply because it is "unfair" to advertise to such a vulnerable audience.

Under the new ground rules, FTC staffers must propose a rule targeted to actual deceptive ad practices, a switch that could still leave the door open for attacks on

sugared food ads to children that don't disclose sugar content or carry dental health messages.

But the ad association execs aren't yet fretting over the short-falls in the FTC package.

"We feel satisfied by the results of the conference," said Four A's vp Robert Purcell. "It contains the basic principles we were supporting: The legislative veto and doing something about 'unfairness.'"

The Four A's, he said, will proba-

bly urge Congress to permanently forbid FTC from writing industry-wide rules against unfair ads when the legislators open their inquiry into what more should be done.

ANA president Peter Allport and AAF's Mr. Gitlitz were both optimistic that reforms in the way FTC goes about developing its rule proposals will help ease causes of friction with the industry.

"From our point of view, the

(Continued on Page 69)

Affiliates ready CBS news fight

By COLBY COATES

NEW YORK—For the 200-plus CBS-TV affiliates converging on Los Angeles for the annual network-affiliate love-in, the recent prime time victory over ABC, the first in four years, is worthy of a celebration that would rival Perle Mesta's best.

However, some cheering affilia-

ates say the merriment won't dissuade them from screaming loud and long if the network pushes for an expansion of the 30-minute evening newscast at the expense of the station's local access time. Even the dangerously seductive prospect of being part of the ceremonial passing of the anchorman's baton from Walter Cronkite to Dan Rather can't stem the opposition that's based both on economic and philosophical concerns.

- Those affiliates upset by the idea of surrendering from 15 to 30 minutes of "their" time can take comfort in the Westinghouse Broadcasting Corp.-orchestrated anti-expansion effort. As the company that fought hardest to get that access time in the first place, not to mention the one most responsible for pressuring the Federal Communications Commission to launch its current network inquiry, Group W could be a formidable opponent if it decides to take one of its strong stands.

Listening to CBS execs, however, suggests that drawing battle lines may be unnecessary, or at the

very least, premature.

"We simply have no plans to make any sort of announcement to the affiliates about news expansion," said Gene Mater, vp-assistant to CBS Broadcast Group president Gene Jankowski.

"Of course we're going to talk about it, but we're not going there with any plans."

- Mr. Mater said there has been no substantive talks about news ex-

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last minute news

No-frills 'recession Safeway' plan mullied

OAKLAND—Safeway Stores is preparing to try out what execs are calling a "recession Safeway" concept by opening a cash-only, no-frills Food Barn store in San Francisco. City approval is needed for elimination of item pricing for this Jewel T-type store. Initially in-house ads support. Botsford Ketchum handles Safeway advertising and new approaches chainwide.

Bergin not talking on rumored shift to McCann

NEW YORK—SSC&B exec vp-creative director John Bergin would not comment on reports that he planned to move to sister agency McCann-Erickson to head the Coca-Cola business worldwide. "Those rumors are all over the place, but right now I'd have to say no comment," he said. Currently, Charles J. Hamm, based in Atlanta, is exec vp-worldwide for all the soft drink marketer's brands. A McCann spokesman said, "We've heard the rumors too, but they're not true."

(Continued on Page 8)

ADVERTISEMENT FOR MAGNIN featuring a photo of a woman and text about a campaign.

Call lines for

20215920013
DCC200144CNGL IHAGNF
F HAGERMAN SECT TO SP VP
AGRESSONAL INFO SERVICE
AVS INCONSIN AVE

NEWSPAPER

Europeans thirst for big U.S. liquor market

By JOSH LEVINE

NEW YORK—The British and the French are scrapping over the colonies again, but the current skirmish between Grand Metropolitan and Pernod Ricard for all or part of Liggett Group's liquor business could be only the beginning of a broader foreign push for outposts in the U.S. wine and spirits field, analysts say.

In addition to the U.K.'s Grand Met and France's Pernod Ricard, Germany's Peter Eckes Co. is forming Eckes International to distribute the huge beverage marketer's brandies and cordials in the U.S. Eckes is joined by Anton Riemerschmid Distillers, also looking to control distribution of

its own cordial line here.

U.S. liquor consultants report that their phones are ringing with calls from European clients looking for a gateway here, either through acquisition of existing U.S. companies, like Liggett, or formation of independent subsidiaries.

■ "The U.S. is still the land of opportunity as far as Europeans are concerned," said R.G. Sheniker, an industry consultant with several thirsty clients overseas. "The American flirtation with imported brands is deepening, while current exchange rates make foreign acquisitions here extremely profitable."

Despite the declining percent-

age of U.S. disposable income spent on beverage alcohol in recent years, the American drinker's reputation for free-spending self-indulgence hasn't suffered in the slightest. But whereas European concerns have long sought a match with eligible American distribution companies, the dowry always has been too high. It isn't anymore.

"Look at the valuation of U.S. stocks and you can see why it has always been prohibitively expensive to buy into the U.S. market," a liquor exec said. "The same companies are a bargain today."

Far from daunting European suitors, the declining disposable income allocated to liquor is seen

(Continued on Page 70)

Trial by Television

The Kaiser Aluminum & Chemical Corp. is testing a new advertising strategy. The company is running a series of television commercials that feature a trial by television. The commercials are designed to test the waters for a new type of advertising that combines the visual impact of television with the legal structure of a trial.

KAISER ALUMINUM & CHEMICAL CORPORATION

Rap at ABC

Kaiser Aluminum & Chemical, Oakland, Cal., placed page ads in 16 newspapers in 10 markets criticizing an ABC "20/20" report that Kaiser says wrongly accused it of selling unsafe aluminum house wiring. The ads, via Allen & Dorward, San Francisco, asked for a "satisfactory retraction." An ABC spokesman said last week the network "has no response at this time."

Introducing the Italian sports car from Detroit.

De Tomaso. De Dodge.



Semi-foreign

If people are buying imports, Chrysler Corp. won't deny them at least a semi-import. "Introducing the Italian sports car from Detroit" is the headline for the "De Tomaso. De Dodge." Colors of the Italian flag are used in the Kenyon & Eckhardt ad with white headline on green bar and red against a black background. Ad will appear in buff books. Underneath the paint, lettering, louvers and other trim, the car is really an Omni O 24.

Bic seeks shaver rebound

By LOUIS A. FANELLI

NEW YORK—After sustaining losses on its disposable razor for three consecutive years, Bic Pen Corp. expects to turn the corner on profitability next year via a price increase retail to 24 cents and better distribution.

According to the company's annual report, its low-price single blade disposable razor has lost over \$22,000,000 since its 1977 introduction.

The company notes that while the shaver's distribution has improved from 50% to between 60% and 65% last year, "One of the obstacles to faster expansion of the Bic shaver market share has been the difficulty of establishing adequate distribution against the dominant competition."

■ According to a Wall Street analyst, however, Bic's distribution problems stem from its low price—

previously advertised at 19¢ cents. The low price, she said, makes it more difficult to distribute because of the lower profits to the trade.

Previously, the price to the trade was approximately 7¢ cents per shaver. With the price increase, the cost will be about 10.8 cents each to the trade.

Bic notes that "Thus far, profitability has been more difficult to achieve than was the case for the [Bic] lighter, which was an immediate success and instantly profitable." Continuing, the company

said, "In contrast, the shaver is a new product concept in essentially a stable blade market which exhibits a high degree of brand loyalty. As a result, the pace of shaver progress has been slower than we saw with the lighter. However, we have seen a substantial shift in sales momentum occurring in the latter half of 1979, both at the retail and wholesale level."

■ While Bic has been able to capture an estimated 11% share of the 2 billion-unit blade market, industry sources estimate its dollar share at about 4½%.

Meanwhile, Gillette Co., Boston, the leader in the disposable field with its Good News! double blade, has approximately a 12% to 13% unit share and about a 10% dollar share due to its higher price.

Although Bic maintains that disposables could grow to 40% of the blade market in the U.S., analysts (Continued on Page 72)

Magazine

Beginning this week, ADVERTISING AGE Features gets a new look, a new focus and a new name—ADVERTISING AGE Magazine...beginning on Page 41.

highlights

Monday, May 5, 1980

G.D. Searle & Co. looks to worldwide expansion in consumer products. See Page 4.

Maybelline to introduce Moisture Whip skin care line via a \$3,000,000 introductory campaign in August. See Page 4.

Bonnier Magazine Group chief Lukas Bonnier is shopping for an unusual publishing partner. See Page 12.

A battle is building between Sterling Drug's Diaparene baby powder and Johnson's baby corn starch. See Page 14.

The appliance industry holds its own in the first quarter, thanks to built-in defenses. See Page 20.

The car industry is going to have some rough riding for the next three to six months, but sales should be better by as early as late 1980, a General Motors executive forecasts. See Page 28.

FTC predicts dramatic changes in the way information and advertising is presented to the public in the next two decades. See Page 34.

Market research execs see rising expenditures and slow growth for the next several years. See Page 34.

Western Electric launches its first residential campaign—for

its Trimline phone, saying "put the whole phone in your hand." See Page 38.

James P. Forkan chronicles the phases Pepsi advertising has passed in the last two decades and finds that the "Pepsi generation" has aged very little. See Page 41.

William D. Tyler reports that another "P" for successful product introductions has been added by modern advertising—Positioning. See Page 44.

Louis J. Haugh presents some statistics on the "average refunder" and what those stats could mean to manufacturers during recessionary times. See Page 48.

After opening three new offices in the U.S. in a year, Wells, Rich, Greene is poised to set up in Canada by July 1. See Page 50.

Some 500 Egyptian businessmen and media people recently rubbed shoulders in Cairo, where Impact/BBDO celebrated its first year of partnership. See Page 52.

The 12th Asian Advertising Congress, to be held Sept. 15 to 19 in Singapore, promises to be a meaty learning session for both Western and Asian execs. See Page 54.

Tobaccoless Free smokes will

spend \$5,000,000 to roll out nationally, saying it has "news for cigarette smokers." See Page 65.

About 75 restaurants in Paris are refusing to honor two American credit cards—Diners Club and American Express. See Page 65.

John F. Webster has won a trademark fight against CBS, which contended that his use of the name *Man's Day* for a men's service magazine would lead to confusion with CBS' *Woman's Day*. See Page 66.

Will Time-Life and BBC break up after all these years? See Page 71.

Philadelphia agency head Elliot Curson, who created Ronald Reagan's current ad campaign, has incurred the wrath of the Red Book's publishing company be-

cause of his humorous false listings. See Page 71.

Who's that person out there selling network? Why he's from cable. See Page 72.

American Business Press elects new officers at its annual meeting. See Page 74.

Air Time Inc. still is trying to firm its trust agreement plan with clients. See Page 74.

Section 2

Premiums' debt to advertising, co-op tv trends, a novel setting (shopping malls) for a classy promotional approach, specialty incentives and some sources for those valuable promotion ideas are all part of the mixed bag o' tricks appearing in Premiums and Promotion/Section 2 beginning opposite Page 38.

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Wendy's to tout taste, new items

By RICHARD KREISMAN

CHICAGO—In a new advertising campaign to be unveiled this week at its national franchisees meeting in Las Vegas, Wendy's International will tell consumers about the taste and quality of the fast-food chain's entire product line, not just its "hot 'n juicy" hamburgers.

The commercials, described by one informed source as "upbeat and entertaining in the same way as Dr Pepper's are," reportedly feature singing and dancing and attempt to give the chain a flexible campaign that can be adapted later this year when Wendy's introduces its salad bars nationwide.

At its annual meeting last week, Wendy's officials said the chain—founded on a limited menu concept—additionally is testing breakfasts, a breaded chicken sandwich, a fish sandwich, a children's menu featuring smaller portions called the "Fun Feast" and developing a dessert that may be tested this summer.

Although the chain's execs refused to comment on the new ad campaign, William Leiter, vp-fin- (Continued on Page 72)

Favorites flex muscles in Nielsen syndie ratings

By MAURINE CHRISTOPHER

NEW YORK—The Nielsen syndication rankings for the February sweeps demonstrate once again the strength of entrenched favorites in local station time periods. But they also include many clues that should help a patient buyer hone in on the precise people his client wants to reach most. (See table.)

If homes ratings are to be the chosen yardstick, the first three ribbons go to Group W's "PM Magazine" with an 18.3, ITC's "Muppets" with 15 and 20th Century-Fox's "M*A*S*H" with 14.9. If estimated total homes reached per average telecast in the designated market areas are to be the standard, the rank order becomes "Muppets" (10,353,000); "M*A*S*H" (9,847,000), and Yongestreet's "Hee Haw" (9,133,000).

"PM Magazine," which mixes features provided by the syndicator with a local wraparound, still has quite a way to go to reach the station lineup level of "Muppets" or "M*A*S*H." Both were rated on more than 140 stations on this report. "PM Magazine" had 43 stations in February but this is expected to be up to 95 by September.

If women are the advertiser's meat, "PM Magazine" looked enticing in all age categories. This 30-minute strip was first with females 18 to 49 and 25 to 54 and second with the 50-plus category.

Since women do so much of the shopping, these subdivisions may get a great deal of study from spot tv buyers and planners as well as from reps who use these detailed audience data to advise their stations on viewing trends and scheduling strategy.

Lawrence Welk, distributed by Don Fedderson for advertisers like Geritol, is still the most striking example. He ranked first with older women, drawing a network-like rating of 21.9 with them on 189 stations. For women 18 to 49, he was in 61st place, with a 3.2. For women 25 to 54, he was 35th with a 4.6.

For men, Nielsen offers only a contrast of the 18-to-49 and 50-plus categories, there is no 25-to-54 pullout. An Operation Prime Time drama, "Top of the Hill," fared well with young men, placing 13th. Oldies like "Kung Fu" (Warner Bros.) and "Star Trek" (Paramount) also made this top 20 list.

Sitcoms scored resoundingly with teens, taking eight of the top 13 spots. "I Love Lucy," a hit of more than a generation ago, and

"Hogan's Heroes," from a somewhat later period, tied for 17th with a 6.4 score.

Children appeared most likely to be watching cartoons or situation comedies. The "Muppets" during February were pulling an average of 6,349,000 children 2 to 11 nationally per telecast. There were few surprises on this list, but one of them may have been "PM Magazine" as the 25th ranked show with an 8.5, unless the youngsters were the captive audience of the grownups.

In the hotly contested talkers rivalry, Multimedia's Phil Donahue, on the basis of measurements on 181 stations—but not his full list—was credited with almost twice as many homes as runner-up Mike Douglas. Mr. Douglas came in about 100,000 homes ahead of Metromedia's Merv Griffin. Both of them had homes totals more than double that of Fox' Dinah Shore.

Paid religion, an increasingly significant source of spot revenue for stations, included 57 programs for the survey month. The leaders here were Oral Roberts, 1,943,000 homes; Rex Humbard, 1,576,000; Billy Graham's "Hour of Power," 1,444,000, and Jimmy Swaggart, 1,132,000. #

Sportschannel moving into pay cable's court

NEW YORK—Pay cable, mixed with commercials, is inching forward in this area as Sportschannel, which pioneered in this sales concept, adds new systems to its metropolitan New York-New Jersey coverage.

The most recent additions are Teleprompter Manhattan, covering uptown New York, and Suburban Cablevision of East Orange, N.J.

Headed by cable systems operator Charles Dolan, Sportschannel provides feeds of nonbroadcast games of the baseball Yankees and

Mets, basketball Nets, hockey Islanders and soccer Arrows, as well as St. John's and Columbia University meets.

Sportschannel already is running on five suburban systems, including several owned by Mr. Dolan's Cablevision group. He has told industry associates that adding commercials and charging a premium for sports previously available as a part of the basic monthly cable fee of about \$10 has not lost him one subscriber.

Teleprompter Manhattan began

offering this sports service to its 60,000 subscribers May 1 at an extra fee of \$5.95 monthly. Twelve events, mainly pro baseball, are on the month's schedule.

Whenever a premium sports pay tier is added, the basic subscriber usually loses something he may have wanted when he signed up for cable in the first place. In Teleprompter's case, according to systems manager Chris Conley, only the Islanders games will be pulled out of basic for inclusion in pay. The Knicks and the Rangers stay in the basic menu.

Teleprompter Manhattan this season has carried most of the Islanders games, including the playoffs. Janet Foster, program director for the system, attributed the trend to tiering sports on the high cost of rights, which, unlike other cable fare, cannot be amortized over several repeats. Team owners negotiate pay rights based on how well the specific events sell to subscribers; in the case of basic cable, rights are predicated on the total number of subscribers on the system, she noted.

Sportschannel cablecasts are produced by Nassau Sports Productions with Jay Merkle as president. He also sells the local network to advertisers. His technique has been to pitch not the entire package, but a specific team's games, since advertisers are accustomed to buying in that fashion in spot tv.

The biggest attraction with sponsors so far has been the New York Islanders, one of this area's few pro teams with something to rejoice about of late. The games carry 12 national minutes, plus three for systems' commercials. Minutes are priced at \$400. Sponsors include Budweiser, Chemical Bank, Chevrolet, Eastern Airlines and Wendy's. #

February Nielsen demographic ratings for top syndication shows

HOMES		No. of Stations	Ratings (% of DMA)
Program	Syndicator		
1. PM Magazine	Group W	43	18.3
2. Muppets	ITC	149	15.0
3. M*A*S*H	20th Century	141	14.9
4. Evening Magazine	Group W	5	14.5
5. Family Feud PM	Viacom	123	13.4
6. Hee Haw	Yongestreet	188	12.8
7. Happy Days Again	Paramount	135	12.7
8. Let's Go to the Races	Vipro	6	12.5
9. Lawrence Welk	Don Fedderson	189	12.0
10. Tic Tac Dough	Colbert	118	12.0
WOMEN 18-49		No. of Stations	Ratings (% of DMA)
1. PM Magazine	Group W	43	12.3
2. M*A*S*H	20th Century	141	10.7
3. Muppets	ITC	149	10.3
4. Dance Fever	20th Century	69	9.9
5. Family Feud PM	Viacom	123	8.9
6. Evening Magazine	Group W	5	8.7
7. Happy Days Again	Paramount	135	8.6
8. Let's Go to the Races	Vipro	6	7.5
9. Hee Haw	Yongestreet	188	7.5
10. Name That Tune	Ralph Edwards	74	6.9
WOMEN 25-54		No. of Stations	Ratings (% of DMA)
1. PM Magazine	Group W	43	13.8
2. Evening Magazine	Group W	5	10.6
3. Muppets	ITC	149	10.5
4. M*A*S*H	20th Century	141	10.3
5. Family Feud PM	Viacom	123	9.8
6. Dance Fever	20th Century	69	9.7
7. Hee Haw	Yongestreet	188	8.6
8. Let's Go to the Races	Vipro	6	7.9
9. Name That Tune	Ralph Edwards	74	7.6
10. Match Game PM	Rohrs/Victory	38	7.6
WOMEN 50 +		No. of Stations	Ratings (% of DMA)
1. Lawrence Welk	Don Fedderson	189	21.9
2. PM Magazine	Group W	43	17.4
3. Tic Tac Dough	Colbert	118	15.7
4. Evening Magazine	Group W	5	15.0
5. Family Feud PM	Viacom	123	14.2
6. Hee Haw	Yongestreet	188	13.4
7. Name That Tune	Ralph Edwards	74	13.4
8. Match Game PM	Rohrs/Victory	38	13.3
9. Price Is Right	Viacom	34	13.1
10. Joker's Wild	Colbert	101	12.7
MEN 18-49		No. of Stations	Ratings (% of DMA)
1. M*A*S*H	20th Century	141	10.6
2. PM Magazine	Group W	43	10.2
3. Muppets	ITC	149	9.1
4. Dance Fever	20th Century	69	7.5
5. Evening Magazine	Group W	5	7.3
6. Hee Haw	Yongestreet	188	7.3
7. \$1.98 Beauty Contest	Sandy Frank	26	7.0
8. Happy Days Again	Paramount	135	6.9
9. Family Feud PM	Viacom	123	6.5
10. Championship Fishing	—	68	6.1
MEN 50 +		No. of Stations	Ratings (% of DMA)
1. Lawrence Welk	Don Fedderson	189	16.9
2. PM Magazine	Group W	43	15.8
3. Hee Haw	Yongestreet	188	14.6
4. Evening Magazine	Group W	5	12.9
5. Tic Tac Dough	Colbert	118	12.5
6. Family Feud PM	Viacom	123	12.1
7. Match Game PM	Rohrs/Victory	38	11.3
8. Name That Tune	Ralph Edwards	74	11.1
9. Let's Go to the Races	Vipro	6	11.1
10. David Horowitz-Byline	Bert Rosen	8	11.0
TEENS		No. of Stations	Ratings (% of DMA)
1. Happy Days Again	Paramount	135	15.8
2. What's Happening	Columbia	9	11.6
3. M*A*S*H	20th Century	141	11.4
4. Dance Fever	20th Century	69	10.8
5. Good Times	Tandem	32	10.6
6. Muppets	ITC	149	10.0
7. Sanford & Son	Tandem	98	9.4
8. Brady Bunch	Paramount	95	9.2
9. PM Magazine	Group W	43	8.5
10. Gilligan's Island	United Artists	98	7.9
CHILDREN 2-11		No. of Stations	Ratings (% of DMA)
1. Muppets	ITC	149	22.1
2. Happy Days Again	Paramount	135	17.6
3. Tom & Jerry	MGM-TV	80	16.0
4. Brady Bunch	Paramount	95	15.2
5. Woody Woodpecker	MCA-TV	39	14.3
6. Bugs Bunny	Warner	101	13.3
7. Gilligan's Island	United Artists	98	12.8
8. Dance Fever	20th Century	69	12.4
9. Flintstones	Columbia	72	12.2
10. World of Super Adventure	—	5	11.5

Source: Nielsen rankings of syndication programs based on February, 1980, sweeps. Shows must be in at least five markets to be included. This report also offers separate rankings for all men and all women.

Review of new products

(Continued from Page 58)

Nozell Corp.—Readying national rollout of Marathon mascara (waterproof and smudge-proof) SSC&B 4/7, P. 8.

Ogilvie—Introducing Hair Repair Conditioner. Print: Warren, Muller, Dolbowsky 4/7, P. 8.

Pabst Brewing Co.—Working on a not-so-light beer for launch later this year. The new brew will be "at least a premium." O&M 4/14, P. 4.

Parfums Rochas—Is launching Macassar men's fragrance line with an aftershave and eau de toilette. Radio: Geer Dufour 4/14, P. 87.

Procter & Gamble Co.—Rolling out Pert Shampoo, previously tested in Tennessee and Wisconsin. Pert, a creamy pearlescent liquid in a bright green bottle, is aimed at frequent shampooers, with ad copy stressing its gentleness. Product is supposed to have conditioning properties. Tv, couponing, sampling. Compton 4/7, P. 1. Also, has begun airing commercials for Folger's in a "flavor locked bag." It began selling in five southern states 18 months ago. Price is slightly less than Folger's in a can. Tv: C&W 4/31, P. 8.

R. J. Reynolds Industries—Tobacco company introducing new less than 0.1mg tar version of New cigarettes. Leber Katz Partners 4/14, P. 1.

Schering-Plough—Maybelline Cosmetics launching its Moisture Whip skin care line, with actress Lynda Carter as new spokeswoman. March 4/28, P. 1.

Scripto Inc.—Has introduced nationally an

erasable, disposable ballpoint stick pen. A budget of \$1,500,000 will support. The new entry sells for 98¢ with blue or black ink. Print: Burton Campbell 4/21, P. 87.

G. D. Searle & Co.—Testing Unitol decongestant tablets in Boise. S. R. Leon Co. 4/7, P. 8.

Squibb Corp.—Life Savers Inc. introducing a new sugarless gum called Supradent, which uses saccharin as a sweetening agent. Supradent is the first major entry to return to saccharin. A multi-million-dollar ad campaign is planned. DFS 4/28, P. 1.

Stouffer Foods—Has begun national rollout of frozen, Italian sandwiches, including meatball, mild sausage and hot sausage, packaged in a box containing meat and sauce in one pouch; the rest in another. Initial markets will be Baltimore/Washington, Chicago, Cleveland, New York, Philadelphia, plus the New England states, Colorado and Texas. Tv, print, direct mail, couponing. Creamer 4/21, P. 4.

Van Munching & Co.—Introducing Amstel Light Beer to U.S. markets. Amstel is the first light beer brewed and bottled in Europe. Doremus Upton 4/28, P. 8.

Welch Foods—Has expanded Welch's Lite grape and strawberry spreads to Charlotte, Raleigh, Denver, Kansas City, Portland, Ore., and Phoenix. The product is claimed to have one-third less sugar and more fruit than regular jams and jellies. Newspapers, couponing. James Jordan Inc. 4/14, P. 78.

Wiki Wiki Corp.—Introducing Wiki Wiki Hawaiian-style potato chips that "taste like potatoes," rather than "oil and salt." New chips are "thicker, crunchier, have no preservatives, and the skin is left on." Radio: 4/21, P. 82.